

Judul:

Pengaruh respon potential customer atas rebranding BUMN terhadap customer-based brand equity dan brand preference; studi pada transformasi PT. Pos Indonesia Persero dari postal company menjadi network company = The influence of potential customer's response on rebranding toward customer based brand equity and brand preference; a study on PT. Pos Indonesia's corporate transformation of postal company into network company

Pengarang/Penulis:

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Subjek:

Brand choice; Consumers preferences

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